



Associated Press/AOL Poll

Auto Study

Auto Study

1. How many automobiles are currently owned or leased by people in your household?

0	10%
One or more (Net)	89%
1	25%
2	37%
3	16%
4	6%
5 or more	6%
(DK/NS)	-

2. How likely is it that you or someone in your household will buy or lease a new automobile in the next six months?

Very likely	12%
Somewhat likely	9%
Not too likely	12%
Not at all likely	67%
(DK/NS)	-

Summary

Total Likely	21%
Total Unlikely	79%

**[RESULTS FOR Q.3a – Q.3d BASED ON ALL VEHICLES OWNED OR LEASED,
N=2010]**

3a. Starting with the automobile your household bought or leased (INSERT)...Please tell me the name of the manufacturer of that automobile?

Domestic (Net)	60%
General Motors/Chevrolet	28%
Ford	19%
Daimler Chrysler	10%
Saturn	2%
Other Domestic	1%
Foreign (Net)	37%
Toyota	11%
Honda	8%
Nissan	3%
Volkswagen	2%
Subaru	2%
Mazda	2%
Hyundai	2%
BMW	1%
Volvo	1%
Kia	1%
Mercedes Benz	1%
Mitsubishi	1%
Suzuki	1%
Isuzu	-
Porsche	-
Saab	-
Alfa Romeo	-
Ferrari	-
Other Foreign	1%
Other	1%
(DK/NS)	2%

3b. What type of vehicle is this automobile? Is it a.....

Sedan	28%
Pickup truck	19%
SUV (Sports utility vehicle)	17%
Compact car	14%
Mini-van	7%
Sports car	6%
Station wagon	3%
Full sized van	3%
Motorcycle	1%
Luxury car	-
Motorhome	-
Full-sized car	-
Mid-sized car	-
Coupe	-
Economy car	-
Other	1%
(DK/NS)	1%

3c. And how satisfied have you been with this automobile?

Extremely satisfied	34%
Very satisfied	45%
Moderately satisfied	14%
Slightly satisfied	4%
Not at all satisfied	3%
(DK/NS)	-

Summary

Extremely/Very satisfied	79%
Slightly/Not at all satisfied	7%

3d. Would you buy another automobile from the same manufacturer, or not?

Yes	84%
No	15%
(DK/NS)	1%

[Q.4 – Q.6 ASKED OF THOSE WHO CURRENTLY OWN 1 OR MORE AUTOMOBILES OR WHO PLAN TO BUY/LEASE ONE IN THE NEXT SIX MONTHS]

4. Please tell me how important each of the following factors are to you when choosing an automobile. For each one, please tell me if this factor is not at all important, slightly important, moderately important, very important, or extremely important to you when choosing an automobile?

TABLE RANKED BY % EXTREMELY/VERY IMPORTANT

	<u>Extremely Important</u>	<u>Very Important</u>	<u>Moderately Important</u>	<u>Slightly Important</u>	<u>Not at all Important</u>	<u>Not Sure</u>	<u>Extremely / Very Important</u>	<u>Slightly / Not at all Important</u>
Handling, steering and braking	37%	51%	9%	2%	1%	-	89%	3%
Safety record	37%	47%	12%	3%	1%	-	84%	4%
Reputation for reliability	35%	48%	11%	4%	2%	-	83%	6%
Gas mileage	32%	47%	15%	4%	2%	-	79%	6%
Price	31%	46%	18%	3%	2%	-	77%	5%
Interior comfort / design	17%	42%	27%	10%	4%	-	59%	14%
Size	13%	38%	34%	11%	4%	-	51%	15%
Cargo room	12%	35%	32%	14%	7%	-	47%	20%
Consumer rating	12%	35%	26%	14%	12%	1%	47%	26%
Engine power or speed	11%	31%	32%	16%	10%	-	42%	25%
Brand	12%	29%	30%	15%	13%	1	41%	28%
Ability to run on alternative fuels	14%	24%	26%	19%	16%	1%	38%	35%
Exterior design	9%	25%	38%	18%	10%	-	34%	28%
Cutting edge technology	9%	21%	33%	23%	12%	2%	30%	35%
4 wheel drive	11%	18%	22%	19%	30%	-	29%	49%
Optional equipment availability	6%	22%	36%	22%	13%	1%	28%	35%
Color	6%	14%	30%	26%	24%	-	20%	50%

5. How interested are you in hearing about new types of cars that run on fuels other than gasoline?

Very interested	31%
Somewhat interested	36%
Not too interested	14%
Not at all interested	19%
(DK/NS)	-
Summary	
Total Interested	66%
Total Not Interested	33%

6. Would you seriously consider buying or leasing a car that can run on fuels other than gasoline, or not?

Yes	70%
No	29%
(DK/NS)	1%

(Q.7 - Q.8 ASKED OF THOSE WHO WOULD SERIOUSLY CONSIDER BUYING OR LEASING A CAR THAT CAN RUN ON ALTERNATIVE FUELS)

7. When considering buying or leasing a car that runs on alternative fuel, which is the more important consideration to you personally....

Concern for the environment	47%
Interest in saving money	34%
(DO NOT READ) Both equally	19%
(DO NOT READ) Neither	-
(DK/NS)	-

8. Which of the following types of alternative fuel vehicles is most appealing to you?

Hybrid	34%
Ethanol	16%
Hydrogen	11%
Plug-in electric	10%
Biodiesel	7%
Fuel cell	7%
Diesel	5%
E85	4%
(DK/NS)	6%

[Q.9 ASKED OF THOSE WHO CURRENTLY OWN 1 OR MORE AUTOMOBILES OR WHO PLAN TO BUY/LEASE ONE IN THE NEXT SIX MONTHS]

9. In general, do you prefer to buy American cars or foreign cars, or does it not matter?

American cars	39%
Foreign cars	17%
Does not matter	44%
(DK/NS)	-

(Q.10 and Q.11 ASKED OF THOSE WHO PREFER BUYING FOREIGN CARS)

10. Why do you prefer to buy foreign cars? (PROBE) Why else? (OPEN END)

Reliability	46%
Better quality/ better made	33%
Longer lasting	16%
Better gas mileage	9%
Less maintenance/ less problems	6%
Better prices/ cheaper	5%
Better reputation	5%
Better value	4%
Other	19%
No reason	5%
(DK/NS)	-

11. Would you ever consider buying an American car, or not?

Yes	64%
No	36%
(DK/NS)	-

[Q.12 ASKED OF THOSE WHO CURRENTLY OWN 1 OR MORE AUTOMOBILES OR WHO PLAN TO BUY/LEASE ONE IN THE NEXT SIX MONTHS]

12. Would you consider buying a car from a Chinese automobile manufacturer or not?

Yes	49%
No	49%
(DK/NS)	2%

[Q.13 – Q.16 ASKED OF ALL RESPONDENTS]

13. In general, which COUNTRY produces the best quality cars?

Asia (Net)	46%
Japan	44%
China	2%
South Korea	1%
United States	29%
Europe (Net)	17%
Germany	15%
Sweden	1%
Italy	1%
Great Britain / United Kingdom / England	-
Other Europe	-
Other	-
None	-
(DK/NS)	7%

14. In general, which CAR MANUFACTURER produces the best quality cars?

Foreign (Net)	58%
Toyota	25%
Honda	17%
Mercedes Benz	4%
BMW	4%
Nissan	2%
Volvo	2%
Volkswagen	1%
Subaru	1%
Mitsubishi	1%
Hyundai	1%
Porsche	-
Mazda	-
Saab	-
Kia	-
Lamborghini	-
Other Foreign	1%
Domestic (Net)	35%
General Motors/Chevrolet (Chevy)	21%
Ford	9%
Daimler Chrysler	3%
Saturn	1%
Other Domestic	-
Other	-

(DK/NS) 7%

15. Which CAR MANUFACTURER would you consider to be MOST AMERICAN?

Domestic (Net)	89%
General Motors/Chevrolet	44%
Ford	41%
Daimler Chrysler	4%
Saturn	1%
Other Domestic	-
Foreign (Net)	5%
Toyota	3%
Honda	2%
Volkswagen	-
Mercedes Benz	-
Volvo	-
Kia	-
Mitsubishi	-
None	-
(DK/NS)	5%

16. What would you say would be your dream car? (OPEN END)

Cadillac	5%
Corvette	5%
Mercedes	5%
BMW	4%
Lexus	4%
Chevrolet	4%
Ford	4%
Toyota	3%
Porsche	3%
Land Rover/ Range Rover	2%
Lincoln	2%
Jaguar	2%
Buick	2%
Lamborghini	2%
Honda	2%
Ford Mustang	2%
Ferrari	2%
Alternative fuel car	2%
Mustang	2%
Hummer	1%
Bentley	1%
SUV	1%
Car that I have	1%
Good mileage/ gas efficient	1%
Volkswagon	1%
Chrysler	1%
Volvo	1%
Aston Martin	1%
Rolls Royce	1%
Truck	1%
Affordable/ not expensive	1%
Environmentally friendly	-
Other	20%
None	4%
(DK/NS)	7%

[Q.17 ASKED OF RESPONDENTS WHO CURRENTLY OWN 1 OR MORE AUTOMOBILES]

17. Thinking about the automobile your household purchased most recently, please tell me whether you used any of the following resources in your search for that automobile, or not.

	% YES
Local dealership	67%
Friends or relatives	49%
Online consumer reports	37%
Automotive websites	37%
Newspaper ads or listings	31%
Online ads or listings	27%
Local mechanic	24%
Automotive magazines	21%
None of the above	6%

[Q.18 ASKED OF RESPONDENTS WHO USED ONE OR MORE RESOURCES FROM Q.17 TO SEARCH FOR AUTOMOBILE MOST RECENTLY PURCHASED]

18. If you had to choose, which of these resources would you say was MOST helpful to you in your search for the automobile you purchased MOST RECENTLY?

Local dealership	31%
Friends or relatives	22%
Online consumer reports	15%
Automotive websites	9%
Local mechanic	7%
Newspaper ads or listings	7%
Online ads or listings	5%
Automotive magazines	4%
None of the above	-

[Q.19 – Q.21 ASKED OF THOSE WHO CURRENTLY OWN 1 OR MORE AUTOMOBILES OR WHO PLAN TO BUY/LEASE ONE IN THE NEXT SIX MONTHS]

19. Of these optional items, which would be the one you would like to have the most?

Side airbags	21%
Anti-lock breaking system	20%
Onboard navigation system	10%
Navigation	8%
Electronic stability control	7%
Four-wheel steering	5%
Remote start	5%
Heated seats	4%
TV/DVD system	4%
MP3 player sound system	4%
Backup cameras	3%
Sunroof	3%
Built-in satellite radio	3%
Leather	2%
(DK/NS)	1%

20. Which of the following new technologies interests you the most?

Navigation systems with GPS	29%
Electronic stability control	13%
Night vision	12%
Blindspot information system, or BLIS	11%
Night vision system	11%
Backup cameras	9%
Self parking	7%
Bluetooth technology	2%
Lane departure warning	2%
(DK/NS)	4%

21. Which comes closest to your view?

New car designs should favor retro styles	34%
New car designs should favor innovative new styles	60%
(DK/NS)	6%

[ASKED OF THOSE RESPONDENTS LIKELY TO BUY/LEASE AN AUTOMOBILE IN THE NEXT SIX MONTHS]

28. What types of vehicles are you considering for your next automobile purchase?

SUV (Sports utility vehicle)	33%
Sedan	31%
Sports car	20%
Compact car	19%
Pickup truck	17%
Mini-van	10%
Full sized van	7%
Station wagon	4%
(DO NOT READ) Other (SPECIFY)	3%
(DO NOT READ) None of the above	2%
(DK/NS)	-

Registered Voter/Party Affiliation Study

1. Are you currently registered to vote at this address, or not?

Yes	78%
No	21%
(DK/NS)	1%

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

Initial Party Identification	
	<u>Registered Voters</u>
Republican	27%
Democrat	33%
Independent	27%
None of these	11%
(DK/NS)	2%

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
2c. Do you lean strongly or only moderately toward the Republican Party?
2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	<u>Registered Voters</u>
Strongly Democrat	22%
Moderately Democrat	11%
Lean Democrat	14%
Strongly Republican	16%
Moderately Republican	11%
Lean Republican	13%
Independent	11%
(DK/REF)	2%
Summary	
Total Republican	40%
Total Democrat	47%

Demographics

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	30%
35-49	26%
50-64	25%
65+	16%
(DK/NS)	3%

D2. Are you employed:

TOTAL EMPLOYED	62%
- Full time	50%
- Part time	12%
Not employed	14%
Retired	22%
(DK/NS)	2%

D3. What is the last year of school you completed?

Grade school or some high school	6%
Completed high school	23%
Some community college or university, did not finish	22%
Completed technical school or a community college	9%
Completed a university or Bachelor's degree	21%
Completed a post-graduate degree such as a Master's or Ph.D.	16%
(DK/NS)	3%

D4. Are you currently married or not?

Yes	55%
No	42%
(DK/NS)	3%

D5. Including yourself and any children, how many people are currently living in your household?

1	19%
2	30%
3	19%
4	15%
5	8%
6+	5%
(DK/NS)	4%

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN	37%
(NET)	
Under 6	17%
6-12	19%
13-17	13%
NO CHILDREN	59%
(DK/NS)	4%

Evangelical/born-again

Yes	37%
No	58%
(DK/NS)	5%

Religion

Protestant	44%
Catholic	22%
Mormon	1%
Jewish	2%
Muslim	-
Some other religion	5%
None	21%
(DK/NS)	5%

D9. Are you of Hispanic ethnicity?

(Q.D10 ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D9)

D10. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	67%
Black	11%
Hispanic	12%
Asian	3%
(NOT READ) American Indian	1%
(NOT READ) Other	2%
(DK/NS)	4%

D11. Could you please tell me your household income from all sources in 2005?

Under \$15,000	12%
\$15,000 to less than \$20,000	4%
\$20,000 to less than \$25,000	6%
\$25,000 to less than \$30,000	4%
\$30,000 to less than \$40,000	8%
\$40,000 to less than \$50,000	9%
\$50,000 to less than \$75,000	15%
\$75,000 to less than \$100,000	8%
\$100,000 or more	13%
(DK/NS)	21%

REGION

Northeast	19%
Midwest	22%
South	37%
West	22%

METROPOLITAN STATUS

Urban	30%
Suburban	50%
Rural	20%

GENDER

Male	49%
Female	51%